

PRESS RELEASE

Voices of Veterans brings home Hermes award

In-house exhibit video by state employees stands out among thousands

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Thanks to last year's popular "Every Veteran Has a Story to Tell" exhibit, thousands from around the world became more aware of the contributions of Texas veterans to our country's freedom.

And now the feature video for the exhibit has been honored with a prominent, international award for creativity and production excellence.

Produced in-house by the Office of Communications of the Texas General Land Office, the exhibit video won a Hermes Creative Gold Award in the Video/Educational category. The exhibit, presented by the Texas Veterans Land Board's Voices of Veterans program, took place in the Texas Capitol Visitors Center from November 2011 through September 2012. The video includes interviews with veterans, including Land Commissioner Jerry Patterson who served as a Marine during the Vietnam War.

"This award reminds us how talented the Veterans Land Board and General Land Office staffs truly are," Patterson said. "Our veterans deserve only the best, and that's what we give them."

The Hermes Creative Awards, hosted by the Association of Marketing and Communication Professionals, is the largest competition of its kind in the world, evaluating several thousand marketing, communication, educational, advertising, and public relations messages appearing in both traditional and new media outlets.

The Voices of Veterans program was created to capture oral histories of Texas veterans from World War II to Afghanistan. All Texas veterans are eligible to have their stories recorded at no cost. The mission of the Voices of Veterans program is to remind current and future Texans that ordinary men and women can accomplish extraordinary things when faced with overwhelming adversity.

The award puts the Voices of Veterans program in good company: Also winning Hermes Creative Awards in the Video/Educational category were Anadarko Petroleum Corporation, Kaiser Permanente, Phillips 66, and the Centers for Disease Control and Prevention.

The award-winning exhibit video may be viewed at <http://youtu.be/NeSMKdF03C0>